

IN THE CLAIMS

Please amend the claims as follows:

Claims 1-10 (Canceled).

Claim 11 (New) A receiver comprising:

a station-selecting-unit configured to receive a signal broadcast by a radio  
broadcasting station selected by a tuner;

a received-signal separation unit configured to separate an audio signal from the  
broadcast signal and also separating other signals than the audio signal from the broadcast  
signal, said other signals including a question ID with a question, and a network address of a  
customer-number-assigning server;

a content & question-playback unit configured to play back an audio signal received  
from the received-signal separation unit and output a signal obtained as a result of the  
playback operation to a speaker;

a select mechanism that is user-actuated for entering a response to a broadcasted  
question associated with the question ID;

a storage unit configured to store a unique receiver-ID assigned to the receiver,  
downloaded content data, a response to the question ID with the question, and a receiver-ID  
being used for identifying the receiver; and

an antenna configured to transmit a radio signal conveying the question ID and data  
including a response associated with the question stored in the storage unit.

Claim 12 (New) The receiver of Claim 11, wherein said select mechanism is  
configured to produce a numeric response, where a value of the response corresponds with a  
number of times the select mechanism is actuated.

Claim 13 (New) The receiver of Claim 12, wherein the selection mechanism is a select button.

Claim 14 (New) The receiver of Claim 11, including a decryption mechanism, configured to decrypt music data.

Claim 15 (New) The receiver of Claim 11, wherein said antenna is configured to receive radio signals, and broadcast radio signals therefrom.

Claim 16 (New) The receiver of Claim 11, wherein said storage unit is at least one of magnetic memory, optical memory, and semiconductor memory.

Claim 17 (New) The receiver of Claim 11, wherein said receiver ID is also associated with a profile of a user of the receiver.